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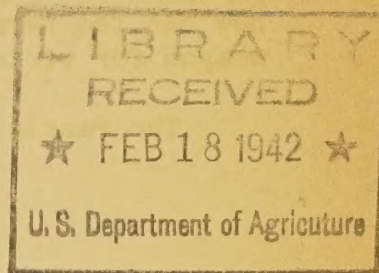
UNITED STATES DEPARTMENT OF AGRICULTURE

NATIONAL OUTLOOK CONFERENCE

Programs and dir.

Extension Conference

Washington, D. C.
January 14, 1942



GENERAL SESSION

Auditorium - 9:15 - 10:00 A.M.
Chairman - H. M. Dixon

The Extension Service and the War.....M. L. Wilson

AGRICULTURAL SECTION

Auditorium - 10:15 - 4:00 P.M.
Chairman - H. M. Dixon

10:15 - Discussion of Commodity Situations and Programs
Dairy and Poultry
Fruits and Vegetables

12:30 - Lunch

1:30 - Discussion of Commodity Situations and Programs (continued)
Livestock and Feed Crops

3:00 - Discussion of Economic Information materials available for use by
the States in 1942

3:30 - Discussion of State Outlook Programs

Note - Opportunity to discuss other commodities will be arranged between
8:30 and 10:00 on Thursday and Friday mornings for those wishing
to do so.

6:30 - S. & W. Cafeteria, G Street or New York Avenue between 14th and 15th-
An opportunity to eat together and get better acquainted has been
arranged for any who do not have other plans - Basement room of
S. & W. Cafeteria.

FARM FAMILY LIVING SECTION

Room 6962 - 10:15 A.M. - 12:15 P.M.

Farm Family Living Conference.....Day Monroe, Presiding

How can the farm family make its farm-home management plans a weapon for victory?

The Panel: Hazel K. Stiebeling, Dorothy S. Brady
Bureau of Home Economics
Mary Rokahr, Gladys Gallup, Extension Service
Lucile W. Reynolds, Farm Credit Administration
Sue Taylor, Farm Security Administration

Discussion participants: Beatrice Billings, Massachusetts
Gladys Myers, Kansas
Mary May Miller, Minnesota

Afternoon Session

Room 6962 - 2:00 - 4:00 P.M.

Farm Family Living Conference.....Mary Rokahr Presiding

How can we do a better job of helping families manage their resources in a war year and extend the program to more farm families?

Discussion: State Conference members

New source material available for educational programs -
Maryland Y. Pennell, Bureau of Home Economics

Why are some publications on farm-home management better than others?

Ruth Van Deman, Bureau of Home Economics

Discussion participants: Mary L. Collings, Louisiana
Muriel Smith, Nebraska
Ellen Lindstrom, Wyoming

Wednesday Evening

Farm Family Living Outlook Dinner.....6:45 P.M.
Kennedy-Warren - 3133 Connecticut Avenue, N. W.

Miss Louise Stanley, Bureau of Home Economics, presiding
Mrs. Franklin D. Roosevelt, Assistant Director, Office of Civilian
Defense
Miss Craig McGeachy, British Embassy

PROGRAM OF THE NATIONAL OUTLOOK CONFERENCE

WASHINGTON, D. C.

January 15, 16 and 17, 1942

(All general sessions in Department Auditorium
South Building)

Thursday, January 15

The War and Agriculture

Morning

Howard R. Tolley, Bureau of Agricultural
Economics, presiding

10 o'clock -- Opening of Conference

10:15 o'clock -- "Agriculture in a World at War," Eric Englund, Bureau
of Agricultural Economics

10:45 o'clock -- Panel Discussion:

Mordecai Ezekiel, Secretary's Office
O. C. Stine, Bureau of Agricultural Economics
F. L. Thomsen, Bureau of Agricultural Economics
Louise Stanley, Bureau of Home Economics
Robert Schwenger, Office of Foreign Agr. Relations

12 noon -- Adjournment

Afternoon

Mr. Tolley, presiding

2 o'clock -- Announcement of Revised Production Goals and Analysis
and Discussion of Production Goals Program by
State and Agency Representatives

4 o'clock -- Adjournment

Evening

M. L. Wilson, Director of Extension Work, presiding

6:30 o'clock -- Dinner - National Press Club Auditorium

7:15 o'clock -- Address, Secretary Wickard

Friday, January 16

Achieving Full Production

Morning

Raymond C. Smith, Bureau of Agricultural
Economics, presiding

10 o'clock -- Some Trouble Spots

Marketing and Distribution, O. V. Wells, Bureau of
Agricultural Economics

Machinery, David Meeker, Office of Agricultural
Defense Relations

Fertilizer and Related Problems, F. F. Elliott, Bureau
of Agricultural Economics

Farm Labor, William Rogers, Office of Agricultural
Defense Relations

Farmer Participation

How the Farmer Looks at Production Goals, Rensis Likert,
Bureau of Agricultural Economics

Keeping Farmers Informed, J. B. Hutcheson of Virginia
Polytechnic Institute

(10 minutes floor discussion after each subject)

12 noon -- Adjournment

Afternoon

Louise Stanley, Bureau of Home Economics, presiding

2 o'clock -- Farm Family Living Today

Changed Ways of Living in All-Out War, M. Clifford Townsend,
Office of Agricultural Defense Relations

War Effects Upon Farm Family Living, Hildegard Kneeland,
Bureau of Agricultural Economics

Using Farm Family Resources in 1942, Day Monroe, Bureau of
Home Economics

3 o'clock -- General discussion by State and Agency Representatives

4 o'clock -- Adjournment

Saturday, January 17

Ways to Future Adjustments

Bushrod W. Allin, Bureau of Agricultural
Economics, presiding

9 o'clock -- Planning for After the War, Roy I. Kimmel, Bureau of
Agricultural Economics

9:30 o'clock -- Regional Adjustments After 1942, Sherman E. Johnson,
Bureau of Agricultural Economics

10 o'clock -- Regional Discussions

The Northeast

The Corn Belt

The South.

The West.

12 noon -- Outlook Work in 1942 and 1943, Howard R. Tolley, Bureau
of Agricultural Economics

12:30 o'clock - Adjournment of Conference

February, January 19

Page 10 of 10

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EXTENSION SERVICE
U. S. Dept. Agr.

Current Family Economic Releases

U. S. Department of Agriculture.

"The Demand and Price Situation." Published monthly. Available free from the Division of Economic Information, Bureau of Agricultural Economics, Washington, D. C.

"The Farm Income Situation." Published monthly. Available free from the Division of Economic Information, Bureau of Agricultural Economics, Washington, D. C.

"The Agricultural Situation." Published monthly by the Bureau of Agricultural Economics. Available from Superintendent of Documents, Government Printing Office, Washington, D. C. Subscription price, 50 cents a year; single copy, 5 cents.

"Land Policy Review." Published monthly by the Bureau of Agricultural Economics. Available from the Superintendent of Documents, Government Printing Office, Washington, D. C. Subscription price, 50 cents a year; single copy, 5 cents.

"Consumers' Guide." Published monthly, June through September; semimonthly, October through May, by Consumers' Counsel Division. Available from Superintendent of Documents, Government Printing Office, Washington, D. C. Subscription price, 50 cents a year; single copy, 5 cents.

U. S. Department of Labor.

"Wholesale Prices." Monthly publication available free from Bureau of Labor Statistics, Washington, D. C.

"Retail Prices." Monthly publication available free from Bureau of Labor Statistics, Washington, D. C.

"Changes in Cost of Living." Quarterly publication available free from the Bureau of Labor Statistics, Washington, D. C.

Office of Emergency Management.

"Consumer Prices." Published twice a month by the Office of Price Administration. Available free from the Publication Section, Consumer Division, Office of Price Administration, Washington, D. C.

"Defense." Published weekly. Available from Superintendent of Documents, Government Printing Office, Washington, D. C. Subscription prices: 75 cents for 52 issues; 25 cents for 13 issues; single copy, 5 cents.

STATE REPRESENTATIVES ATTENDING THE 1942 OUTLOOK CONFERENCE

<u>State</u>	<u>Name</u>	<u>Washington Address</u>
ALABAMA	John L. Liles	Harrington Hotel
ARIZONA	Howard R. Baker	" "
ARKANSAS	Ross R. Mauney	" "
CALIFORNIA	J. B. Schneider	3516-30th Street, N. W.
	H. W. Thompson	Harrington Hotel
COLORADO	Thomas H. Summers	" "
	Ruth B. McCammon	" "
CONNECTICUT	P. L. Putnam	" "
	Edith Mason	" "
	Gladys Stratton	Geo. Mason Hotel, Alexandria, Va.
DELAWARE	K. W. Baker	
	Louise R. Whitcomb	Raleigh Hotel
FLORIDA	R. H. Howard	Harrington Hotel
	Anna May Sikes	Willard Hotel
GEORGIA	J. Wm. Fanning	Harrington Hotel
	Willie Vie Dowdy	Willard Hotel
IDAHO	C. O. Youngstrom	Harrington Hotel
ILLINOIS	L. H. Simerl	" "
INDIANA	J. C. Bottum	
IOWA	C. C. Malone	
	Dorothy Simmons	Annapolis Hotel
KANSAS	Frank S. Burson	Harrington Hotel
	Luke M. Schruben	" "
	Gladys Myers	" "
KENTUCKY	G. P. Summers	Roger Smith Hotel
	Ida Hagman	Harrington Hotel
LOUISIANA	J. L. Lee	" "
	Mary L. Collings	" "
MAINE	Edna Cobb	Raleigh Hotel
MARYLAND	Jessie D. Hinton	University of Maryland
	S. H. DeVault	" " "
	P. E. Nystrom	" " "
	A. B. Hamilton	" " "
	P. R. Poffenberger	" " "
MASSACHUSETTS	E. W. Bell	
	Roy E. Moser	Harrington Hotel
	Beatrice Billings	Raleigh Hotel
MICHIGAN	R. V. Gunn	Harrington Hotel
	H. A. Berg	" "
	Julia Pond	" "
MINNESOTA	S. B. Cleland	" "
	Mary May Miller	" "
MISSISSIPPI	L. R. Paramore	" "
	C. L. Welch	" "
	Kate Lee	" "
	Lorraine Ford	" "
NEBRASKA	Arthur G. George	Lee Sheraton Hotel
	Muriel Smith	Harrington Hotel

NEW HAMPSHIRE	M. F. Abell	
	Ann Beggs	3051 Idaho Avenue
NEW JERSEY	Frank Knowles	
	Mrs. Mary Armstrong	Harrington Hotel
	Marie Doermann	" "
	H. F. McFeely	" "
NEW YORK	Stewart M. Johnson	" "
	Donald B. Ferguson	" "
	M. C. Bond	" "
	Mrs. Ruth Smith	" "
	Jessie Freeman MacDonald	" "
NORTH DAKOTA	Harry G. Anderson	1224 Euclid St., N. W.
	Mrs. Grace Martin	Harrington Hotel
NORTH CAROLINA	Pauline Gordon	Willard Hotel
OHIO	Guy W. Miller	Harrington Hotel
	V. R. Wertz	" "
	Thelma Beall	" "
OKLAHOMA	A. W. Jacob	" "
	G. K. Terpening	" "
	Bonnie Goodman	" "
OREGON	L. R. Breithaupt	Ebbitt Hotel
PENNSYLVANIA	M. J. Armes	Ambassador Hotel
	Kenneth Hood	" "
	May Kemp	Harrington Hotel
RHODE ISLAND	J. L. Tennant	Lee Sheraton Hotel
SOUTH CAROLINA	O. M. Clark	
	Portia Seabrook	Willard Hotel
SOUTH DAKOTA	George E. Anderson	Slayton Tourist Home
		1002 Maryland Ave. N. E.
	A. O. Syverud	" " "
	Mrs. Anna Walker	Harrington Hotel
	John Ryan	
TENNESSEE	H. C. Holmes	702 North Washington Street
		Alexandria, Va.
TEXAS	W. E. Morgan	Annapolis Hotel
VERMONT	R. P. Davison	Harrington Hotel
	Mrs. Charlotte Brooks	" "
VIRGINIA	B. L. Hummel	Ambassador Hotel
	H. N. Young	Continental Hotel
	Helen Alverson	Harrington Hotel
	Janet Cameron	" "
WEST VIRGINIA	James H. Clarke	Smith's Tourist Home
		2036 F Street, N. W.
	Austin G. Goth	" " "
	Gladys Wasmuth	
	Gertrude Humphreys	Harrington Hotel
WISCONSIN	Don S. Anderson	" "
WYOMING	Ellen Lindstrom	" "

Extension Service
U. S. Dept. Agr.

OFFICE-ROOM AND TELEPHONE NUMBERS
FOR REFERENCE USE BY
FARM-FAMILY-LIVING OUTLOOK CONFERENCE DELEGATES
1942

	Room No.*	Telephone No. (U.S.D.A. extension)
<u>Extension Service.</u>		
M. L. Wilson, Director of Extension Work.....	5913	3377
M. S. Eisenhower, Associate Director of Extension Work (Room 303 Administration Building).....		4507
Reuben Brigham, Assistant Director of Extension Work.....	5915	3381
H. W. Hochbaum, Chief, Division of Field Coordination.....	5439	6059
J. L. Boatman, Chief, Division of Subject Matter.....	5901	6148
S. P. Lyle, In Charge, Agricultural and Home Economics Section.....	5430	4387
H. M. Dixon, In Charge, Agricultural Economics Section.....	4858	6064
M. C. Wilson, Chief, Division of Field Studies and Training.....	5534	6052
L. A. Schlup, Chief, Division of Extension Information.....	5935	6283
Ralph M. Fulghum, In Charge, Visual Instruction and Editorial Section.....	5939	3785
Miriam Birdseye, Extension Nutritionist.....	6410	2437
Grace E. Frysinger, Senior Home Economist.....	5441	4125
Leonore B. Fuller, Extension Agent, Home Industries.....	5436	4470
Gladys Gallup, Extension Home Economist.....	5523	3255
Ella Gardner, Extension Specialist in Rural Recreation.....	5522	2001
Florence L. Hall, Senior Home Economist.....	5443	2593
Mrs. Lydia A. Lynde, Extension Specialist, Parent Education.....	6419	6084
Mrs. Ola P. Malcolm, Senior Home Economist.....	5442	4860
Madge J. Reese, Senior Home Economist.....	5448	6079
Mary Rokahr, Extension Economist, Home Management.....	6410	2431
Gertrude L. Warren, Organization, 4-H Club Work.....	5433	6063
P. V. Kepner, Senior Extension Economist.....	5445	3350
L. M. Vaughan, Senior Extension Economist.....	4864	6065
W. B. Stout, Senior Extension Economist.....	4866	2860
W. C. Ockey, Senior Extension Economist.....	4868	5541
W. B. Silcox, Senior Extension Economist.....	4870	6057
Z. L. Galloway, Senior Extension Economist.....	4746	2845
V. D. Gilman, Senior Extension Economist.....	4862	2420
J. L. Robinson, cooperating with FCA.....	4846	2845
R. L. Cochran, cooperating with FCA.....	4862	2420
T. L. Cleary, Junior Economics Analyst.....	4864	6065

*Rooms are located in the South Building, United States Department of Agriculture.

<u>Bureau of Home Economics.</u>	<u>Room No.*</u>	<u>Telephone No.</u>
Louise Stanley, Chief.....	6046	3244
Day Monroe, In Charge, Family Economics Division.....	6030	2428
Hazel K. Stiebeling, Senior Food Economist.....	6030	2428
Elsa Orent-Keiles, Acting in Charge, Foods and Nutrition Division, National Research Center, Beltsville, Md..		837-49**
Ruth O'Brien, In Charge, Textiles and Clothing Division, National Research Center, Beltsville, Md.		837-109
Ruth Van Deman, In Charge, Information Division.....	6056	2425
Lenore E. Sater, In Charge, Housing and Household Equip- ment Division, National Research Center, Beltsville, Md.		837-96
Dorothy Shank, Food Utilization, National Research Center, Beltsville, Md.		837-105

American Home-Economics Association.

Edna Van Horn, Executive Secretary, 620 Mills Building, Seventeenth Street and Pennsylvania Avenue NW.....	Me. 5347
Helen Hostetter, Editor, Journal of Home Economics, Mills Building, Seventeenth Street and Pennsylvania Avenue NW	Me. 5347

Office of Education, Interior Building.

J. W. Studebaker, Commissioner, C between Eighteenth and Nineteenth Streets NW.....	3160	Re. 1820-2200-01 ⁺
Bess Goodykoontz, Assistant Commissioner.....	3152	" " 2206
Edna P. Amidon, Chief, Home Economics Education Service.....	2743	" " 2336
Susan M. Burson, Federal Agent, Pacific Region.....	2745	" " 2338
Beulah I. Coon, Agent for Studies and Research.....	2749	" " 2335
Marie White, Federal Agent, Southern Region.....	2751	" " 2341
Rua Van Horn, Federal Agent, Central Region.....	2751	" " 2341
Ata L. Lee, Special Agent, Barber-Ross Building.....		" " 2203
Muriel W. Brown, Consultant in Family Life Education.....	2749	" " 2335
Berenice Mallory, Federal Agent, North Atlantic Region.....	2745	" " 2338

**Dial U. S. Dept. Agr. branch 837 and ask for extension 49.

*The first group of numbers indicate the telephone exchange; the second group the Department branch number: i.e., RE. 1820-2200 stands for Republic 1820, branch 2200.

	Room No.	Telephone No.
<u>Farm Security Administration.</u>		
Lelia C. Ogle, Chief, Home Management Section.....	0230	RE. 4142-4842
Sue H. Taylor, Assistant Chief, Home Management Section...	0230	" " 4842
Mrs. Margaret B. Dreisbach, Home Economist.....	0230	" " 4842
Julia P. Brunson, Assistant Home Economist.....	0230	" " 4842

Rural Electrification Administration, Longfellow Building,
1201 Connecticut Avenue.

Clara O. Nale, Head, Home Electrification Unit, Cooperatives Operation Division.....	715	DI. 1525-2121
V. L. Gregg, Head, Farm Electrification Unit, Cooperatives Operation Division.....	715	" " 2156
Oscar Meier, Head, Cooperative Education Section, Cooperatives Operation Division.....	715	" " 2358

Work Projects Administration.

Mrs. Florence Kerr, Assistant Commissioner, 1734 New York Ave. NW.....	813	DI. 2310-28
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Farm Credit Administration.

Dr. Lucile W. Reynolds, Chief, Family Credit Section, Information and Extension Division, Thirteenth and E Streets NW.....	3116	DI. 1050-492
Barbara Van Heulen, Extension Specialist, Information and Extension Division, Thirteenth and E Streets NW.	3116	" " 492

Office of Civilian Defense.

Eloise Davison, Assistant Director.....		Re. 5050-515
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1. The first part of the report is a general statement of the purpose and scope of the study.

2. The second part of the report is a detailed description of the methods used in the study.

3. The third part of the report is a discussion of the results of the study.

4. The fourth part of the report is a conclusion and a list of references.

5. The fifth part of the report is a list of appendices.

6. The sixth part of the report is a list of figures and tables.

7. The seventh part of the report is a list of footnotes.

8. The eighth part of the report is a list of references.